Examination of Nonresponse Follow-up (NRFU) Impact on AmeriSpeak Panel Data Quality and Study Estimates

Ipek Bilgen, J. Michael Dennis, and N. Ganesh

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Introduction

- Within the last decade, probability-based panels are growing in acceptance by the research community
  - Used in variety of fields – Social research, market research, medical research, election studies, etc.
- Nonresponse during the recruitment stage is as a big danger to accurate estimates in probability-based web panels
- In this study, we examine the impact of nonresponse follow-up using face-to-face (F2F) interviewing during recruitment on AmeriSpeak Panel data quality
AmeriSpeak Panel Recruitment Methodology

NORC National Frame

Invited Sample

Initial Recruitment

Postcards | Recruitment Package | Telephone

WEB | Phone
Recruitment Profile Survey

Non-Responders

Random Selection

Not Selected

Responders

Active for Client Surveys

Nonresponse Followup

Face to Face Interviewing
Fed Ex or Priority Mailing
Enhanced Incentive
Mixed Mode Methodology: Data Collection Modes in Studies

Panelist Mode Preference:

Phone: 17.1%
Web: 82.9%
Research Questions

What is the impact of nonresponse follow-up (NRFU) during panel recruitment on AmeriSpeak Data Quality and Study Estimates?

- What is the impact of F2F NRFU on panel response rates (AAPOR RR3)?

- Does F2F NRFU improve demographic representation of the panel sample?

- Does F2F NRFU have an impact on the study estimates?
  - In what ways NRFU panel recruits differ in their opinions, attitudes, and behaviors in comparison to the initial recruited panelists among different Amerispeak studies?
Response Rate & Panel Composition Analysis
### AAPOR RR3 (2014-2018 AmeriSpeak Panel Recruits)

<table>
<thead>
<tr>
<th>Description</th>
<th>Response Rate (AAPOR RR3, Weighted)</th>
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</thead>
<tbody>
<tr>
<td>Household Response Rate due to Initial Recruitment</td>
<td>5.6%</td>
</tr>
<tr>
<td>Household Response Rate due to NRFU</td>
<td>28.6%</td>
</tr>
<tr>
<td>Household Response Rate</td>
<td>34.2%</td>
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NRFU boosts response rate by 6.1 times

More than half (53.1%) of AmeriSpeak panelists have been recruited during the NRFU recruitment stage.
Panel Composition (2014-2018 AmeriSpeak Panel Recruits)

Unweighted Panel Distribution by Panelist Type and Age

NRFU brings in younger panelists (18-34)

Initial Recruits are older (65+)

- Initial Recruits
- NRFU Recruits
- Overall Recruits
- ACS benchmark
Panel Composition (2014-2018 AmeriSpeak Panel Recruits)

Unweighted Panel Distribution by Panelist Type and Race

NRFU brings in more Hispanic Minorities

NRFU is not as effective among the Asian populations
Panel Composition (2014-2018 AmeriSpeak Panel Recruits)

Unweighted Panel Distribution by Panelist Type and Education

- NRFU brings in lower educated panelists
- Initial Recruits over represent higher education

- Initial Recruits
- NRFU Recruits
- Overall Recruits
- ACS benchmark
Study Estimates Analysis
AmeriSpeak Survey Data Sources: Evaluating the Impact of Face-to-Face Panel Recruitment on the Measurement of Attitudes and Opinions

**ACADEMIC**

University of Michigan “NASA Scientific Literacy Study”

Johns Hopkins University “Public Support for Gun Violence Prevention Policies Among Gun Owners and Non-Gun Owners”

**GOVERNMENT**

General Social Survey
AmeriSpeak Study
Legal Services Corporation “Justice Gap’ Survey”

**CONSUMER RESEARCH**

AARP Retirement Study

All analyses are conducted with weighted data reflecting the probabilities of selection and post-stratification weighting
How interested are you in current news events?

- Very interested
- Moderately interested
- Not at all interested

Mail/Phone recruits tend to be more interested in current events. Fewer F2F recruits ‘very interested’ in news.

Source: University of Michigan “NASA Scientific Literacy Study” (Weighted) **p = 0.003
Science and technology are making our lives healthier, easier, and more comfortable.

Mail/Phone recruits tend to be more pro-science, compared to F2F recruits.

Source: University of Michigan “NASA Scientific Literacy Study” (Weighted)  
* p = 0.011
Favor or oppose the proposal: “Prohibiting a person convicted of drunk and disorderly conduct to carry a loaded gun in public”

- Strongly oppose
- Somewhat oppose
- Neither favor nor oppose
- Somewhat favor
- Strongly favor
- Don't know/skip

F2F recruits more strongly opposed to gun control policy

F2F recruits provide middle-of-the-road views

Source: Johns Hopkins Univ. Public Support for Gun Control Policies Study (Weighted)

* p = 0.049
To what extent do you think people like you are treated fairly in the civil legal system? [Asked of Low-Income Households]

- Not at all & Rarely
- Some of the time
- Most of the time & All of the time
- Don’t know

Mail/Phone recruits more likely to perceive institutional unfairness

Source: Legal Services Corporation “Justice Gap’ Study” (Weighted)

*** p < 0.0001
Do you consider yourself to be . . .
[Asked of Working adults age 18-64 in private sector]

Mail/Phone recruits more likely identify as Democrats

F2F recruits more likely identify as Republicans & “Something else”

Source: AARP Retirement Survey (Weighted)
When it comes to politics, do you usually think of yourself as…

- Extremely Liberal
- Liberal
- Slightly Liberal
- Moderate
- Slightly Conservative
- Conservative
- Extremely Conservative
- Haven't thought much about it

Mail/Phone recruits more likely report a political ideology, whether Liberal or Conservative.

F2F Recruits – “Haven’t thought much about it”

Source: AmeriSpeak Panel Recruitment Survey (Weighted)

*** p < 0.0001
National Spending Priorities: % Reporting the Country Spends “Too Little”

Mail/Phone

- Improving and protecting the nation’s health
- Social security
- Highways and bridges
- Improving and protecting the environment
- Solving the problems of the big cities
- Improving the conditions of blacks
- Mass transportation
- Supporting scientific research

Face to Face

- Improving and protecting the nation’s health
- Social security
- Highways and bridges
- Improving and protecting the environment
- Solving the problems of the big cities
- Improving the conditions of blacks
- Mass transportation
- Supporting scientific research

F2F Recruits Trend Towards Conservative Positions on Government Spending

Mail/Phone % - F2F % > 4pp

Source: AmeriSpeak Panel 2016 General Social Survey (Weighted)
SUMMARY – IS FACE TO FACE RECRUITMENT MAKING A DIFFERENCE?

Mail/Phone panelists – recruited with less effort – more prone to being very interested in news, pro-science, and liberal policy positions

F2F panelists – recruited after greater effort – less prone to being very interested in the news and more likely to report conservative policy positions
Questions?

bilgen-ipek@norc.org

Thank You!